



HP Solution Consulting Services

Communications, media and entertainment solutions

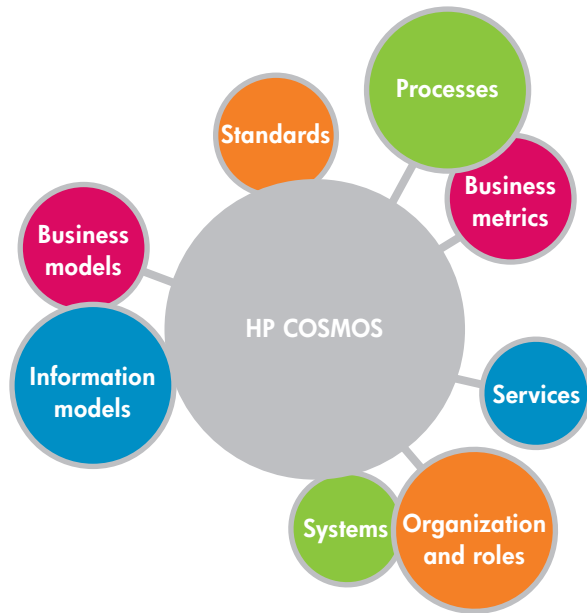
In the converging marketplace, business strategy must drive technology transformation.

The convergence of telecommunications services and aggressive competition, including that coming from non-traditional players, is hitting communications service provider (CSP) profit margins hard. There's been a flattening of average revenue per user (ARPU), even though demand for consistently high service levels is increasing.

Nevertheless, there is tremendous potential to turn emerging opportunities into revenue. Consumers want new services that fit their active lifestyles. As the pace of business intensifies, so does the need for innovative telecommunications services. To fully capitalize on these opportunities requires a reevaluation of the way business technology can be used to drive business outcomes.

Due to the overlapping, redundant and outmoded infrastructures resulting from mergers and acquisitions, as well as organic growth, many CSPs cannot achieve the outcomes needed. Siloed organizations and infrastructures, outmoded proprietary applications, rigid processes and incompatible technology components hinder agility. The technology, along with the organizations and processes that support it, are limiting business possibilities.

Instead, strategy must lead the way, and the business processes must support the objectives through effective use of organizations and supporting technology solutions. A clear evolutionary path for transformation has to be defined and followed, driven directly by business requirements. This critical transformation is likely to have a direct and ongoing impact upon market positioning, and so must be backed by methodologies and best practices that mitigate risk, quickly provide positive results, and deliver quantifiable benefits. These results include improved top line growth, the ability to capture new revenue, greater operational efficiency and an improved total customer experience.



HP Solution Consulting Services powered by HP COSMOS

Transformation is complex; in the communications, media and entertainment (CME) industry, a holistic view of the overall business operations should be adopted to enable a successful transformation. Emphasis must be placed on how the entire environment functions and all of the interrelationships and interdependencies at all levels of the business. These dimensions and relations are described through models representing: strategy, business metrics, services, processes, organizations, information models and technology solutions.

HP Solution Consulting Services (SCS), powered by HP COSMOS, translates business requirements and corporate strategies into actionable solutions. HP COSMOS, is a unique asset of the SCS portfolio. It is the cornerstone of a holistic approach to managing, controlling and driving the change according to strategic business priorities.

By using HP COSMOS, your organization can cut through the complexities surrounding services and related business operations. You'll be able to easily share structured knowledge, understand and evaluate the impact of evolutionary changes to the business environment and be better equipped to successfully design and execute transformation programs.

HP COSMOS uses object modeling technology and graphic representation of business and technology relationships to achieve a common understanding among the stakeholders across your organization. This model-based knowledge management allows for more insightful analysis to determine where optimization should occur to improve business operations.

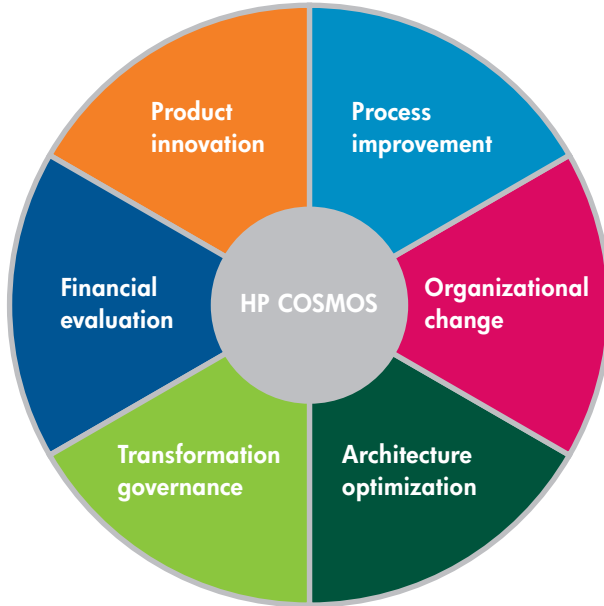
HP COSMOS provides:

- Holistic views across the enterprise and its value chains
- Representation of the interrelations and interdependencies which reside at all business levels
- Enhanced understanding of how these interrelations and interdependencies impact the business
- Model-based knowledge management through industry standards and best practices
- Actionable transformation from “as is” to “to be”

The HP Solutions Consulting Services portfolio

HP SCS aligns people, processes and technology through best practices and a broad portfolio of services and solutions proven to be successful in engagements worldwide. These services can help your organization to achieve measurable results quickly and with lower risk. HP SCS enables you to:

- Grow top line revenue.
- Capitalize on new revenue opportunities.
- Enhance the customer experience.
- Improve operational efficiency.
- Mitigate risk.



The HP SCS portfolio focuses on six primary service areas where it offers proven standards-based solutions. These include:

- Product innovation
- Process improvement
- Organizational change
- Architecture optimization
- Transformation governance
- Financial evaluation

Each of these areas is discussed in more detail in the following sections.

Product innovation

Innovation drives new revenue and helps to keep customers loyal. HP consulting services for product and service innovation include:

- Service and Product Portfolio Assessment: delivers a comprehensive comparative analysis of an operator’s end-user service offerings against other Tier 1 service providers across the globe, providing actionable recommendations for new revenue generating services
- Service and Product Adoption Forecasting: delivers a consulting solution utilizing unique BRAIN technology, developed by HP LABS, to improve the forecasting of new service adoption, take rates, revenues and customer acquisition costs

“HP Service Process Assessment listed all those areas, with their maturity levels, that needed to be addressed in order to set up a road map toward realizing our service management goal...it showed our management those areas where we can provide better services to our customers.”

—Zsolt Tingyela, senior manager, network information systems (NIS), T-Mobile Hungary

Process improvement

In the converged environment, business processes must support business strategy at every level of the organization. HP consulting services for process improvement include:

- Service Process Assessment: delivers prioritized recommendations to address gaps, overlaps and inefficiencies of operation through the analysis of strategy, process, organizations and technologies
- Process Optimization Services: delivers process analysis, design, reengineering and implementation to drive the efficient transformation and integration of business operations

Organizational change

Without organizational evolution, business transformation is inhibited. HP helps to adopt a more efficient organizational structure, where strategy drives the business processes and organization rather than the technology. HP consulting services for organizational change include:

- Organizational Efficiency Optimization: delivers an organization redesign, based on process efficiency and effectiveness criteria incorporating the aspects of structure, responsibility, communication and skills, along with a tailored evolution roadmap

Architecture optimization

Aligning architectures to meet emerging business requirements is a central goal of HP SCS. Proper analysis and alignment streamlines information and communications technology (ICT) architectures and simplifies the complexity of services, infrastructure and applications. HP consulting services for architecture optimization include:

- Technology Architecture Assessment: delivers an analysis of the existing “as is” infrastructure and systems model to improve outcomes and reduce risk for “to be” technology transformation implementations
- Solution Performance Simulation: evaluates the performance of any ICT-based solution under given assumptions of usage demands and underlying availability of infrastructure and network resources to drive successful solution implementations

Transformation governance

Strong governance is essential, and HP SCS addresses governance in terms of standards and policies, program management, professional development, change management, and risk and financial management. HP consulting services for governance include:

- Business Transformation Governance: a comprehensive consulting service which provides the methodologies and HP best practices needed to implement a robust governance environment that can help verify that performance and compliance goals are met

Financial evaluation

An important aspect of the improved operational efficiency gained by aligning processes, organizations and technology with business strategy is the significant savings in operational expenses. To determine just how much can be saved, HP offers financial evaluation services, including:

- Financial Return Assessment: evaluates the balance of operational expenditure (OPEX) savings and capital expenditure (CAPEX) benefits of an alternative operational model enabled by the adoption of a new solution

Why HP?

No company has a greater depth and breadth of experience with both IT and telecommunications networks. Only HP brings to bear more than a half-century history of deep industry experience across the full range of telecommunications, from traditional wireline through wireless, IP and converged networks. And only HP offers an experienced workforce of consultants, technical experts and support personnel in more than 170 countries worldwide, who combine global reach with an understanding of the local marketplace.

It is imperative to begin the critical transformation that will enable your company to have business strategy lead the way. But transition carries risk. Make the journey with an industry leader that can help to mitigate those risks through field-proven methodologies and best practices.

The HP advantage for business transformation

Achieving better business outcomes with CSP services in today's highly competitive marketplace requires innovative solutions delivered through an equally creative implementation and support strategy. You'll find that HP has the business technology, the insight into the converged telecommunications and IT environment, and the worldwide solution delivery and support capabilities needed to help you transform your organizations with less risk.

HP Solution Consulting Services can help you to grow revenues, improve operational efficiency and provide a more compelling customer experience that leads to success in the converged marketplace. The HP SCS portfolio provides the means to define and implement technological evolution that will meet business requirements.

HP focuses more than 30 years of expertise into a powerful integrated team, the Communications, Media & Entertainment (CME) organization, which along with 500 valued solutions partners, assists the world's top service and equipment providers, as well as media, entertainment and cable operators, in meeting their subscriber needs.

HP Services

Every HP solution leverages proven global experience that spans people, processes and technology. HP Services consultants understand the communications, media and entertainment marketplace, and can help companies get the most from their business technology investments. HP Services can help in these critical areas:

- Solution consulting services—HP offers a comprehensive portfolio of consulting services and systems integration capabilities to enable the transformation of communications, media and entertainment business operations.
- Application modernization services—HP offers a full range of current and future business need assessments, strategic and technological roadmaps for change, infrastructure transition services and monitoring services for the evolved application environments.
- Mission-critical support—Onsite consulting and technical support is available at a range of service levels, including Operational IT Service Management (ITSM) to help benchmark processes.
- Outsourcing services—HP offers a comprehensive portfolio of innovative and scalable sourcing options, so company personnel can focus time and resources on their core business.
- Security services—HP has developed a detailed methodology for evolution of the technology environment with enhanced security features. Risk is decreased and both the data and the network are protected.
- Financial services—HP Financial Services offers a range of creative and flexible financing options that can remove the final obstacle to network evolution.

Across the globe, enterprise customers rely on HP Services to design, build, integrate and manage the technology that powers their businesses. HP Services capabilities cover consulting and integration, outsourcing, support and education services, all delivered by more than 69,000 services professionals in 170 countries. As the marketplace continues to evolve, HP Services will be there to help communications, media and entertainment companies adapt and compete.

To learn more, visit www.hp.com/go/cme

© Copyright 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA1-9801ENW, May 2008



Technology for better business outcomes